Pierce County

Quit Line Data Summary April 1 - June 30, 2004

Number of Calls to Quit Line N = 334 N = 2,932 Percent of Statewide Calls 13.3% 100.0% Percent of State Population in County¹ 11.9% 100.0% Gender N = 330 N = 2,604 Female 63.3% 62.4% Male 36.7% 37.6% Race/Ethnicity N = 302 N = 2,03 People of Color 18.2% 12.2% White 8.18.8% 87.8% Age N = 315 N = 2,425 Less than 18 years old 1.9% 1.8% 18 - 24 years old 2.5.7% 2.2.7% 35 - 44 years old 2.5.7% 2.2.7% 35 - 44 years old 2.5.3% 33.5% Education N = 305 N = 2,312 Did not graduate high school 2.1.3% 2.0.6% High school graduate 4.0.7% 3.5.9% Some college/vocational school 2.1.3% 3.5.9% College graduate 8.9% 9.9% Caller Type N = 256 N = 1,873 <t< th=""><th>April 1 - Julie 30, 20</th><th>County</th><th>State</th></t<>	April 1 - Julie 30, 20	County	State
Percent of State Population in County¹ 11.9% 100.0% Cender N = 330 N = 2.604 Female 63.3% 62.4% Male 36.7% 37.6% Race/Ethnicity N = 302 N = 2,203 People of Color 18.2% 12.2% White 81.8% 12.2% Age N = 315 N = 2.45 Less than 18 years old 18.1% 1.48% 18 - 24 years old 25.7% 22.7% 25 - 34 years old 26.0% 27.4% 45 years and older 26.0% 27.4% 45 years and older 28.3% 33.5% Education N = 305 N = 2.312 Did not graduate high school 21.3% 20.6% High school graduate 40.7% 35.9% Some college/vocational school 31.1% 33.6% College graduate 6.9% 9.9% General Information 3.3% 9.5% Health care provider 3.3% 9.5% Health care provider	Number of Calls to Quit Line		
Gender N = 330 N = 2,604 Female 63.3% 62.4% Male 36.3% 62.4% Male 36.7% 37.6% Race/Ethnicity N = 302 N = 2,203 People of Color 18.2% 12.2% White 81.8% 87.8% Age N = 315 N = 2,425 Less than 18 years old 1.9% 1.8% 18 - 24 years old 25.7% 22.27% 35 - 44 years old 26.0% 27.4% 45 years and older 28.3% 33.5% Education N = 305 N = 2,312 Did not graduate high school 21.3% 20.6% High school graduate 40.7% 33.5% Education N = 305 N = 2,312 Did not graduate high school 21.3% 20.6% High school graduate 6.9% 9.9% College graduate 6.9% 9.9% Caller Type N = 235 N = 2,710 General Information 3.3% 4	Percent of Statewide Calls	13.3%	100.0%
Gender N = 330 N = 2,604 Female 63.3% 62.4% Male 33.7% 37.6% Race/Ethnicity N = 302 N = 2,203 People of Color 18.2% 12.2% White 81.8% 87.8% Age N = 315 N = 2,425 Less than 18 years old 1.9% 1.8% 18 - 24 years old 18.1% 14.6% 25 - 34 years old 25.7% 22.7% 35 - 44 years old 25.7% 22.7% 35 - 44 years old 25.7% 22.7% 35 - 44 years old 25.7% 22.7% 45 years and older 28.3% 33.5% Education N = 305 N = 2,312 Did not graduate high school 11.3% 20.6% High school graduate 40.7% 35.9% Some college/vocational school 31.1% 33.6% College graduate 6.9% 9.9% Caller Type N = 329 N = 2,700 General Information 3.3% <th>Percent of State Population in County¹</th> <th>11.9%</th> <th>100.0%</th>	Percent of State Population in County ¹	11.9%	100.0%
Female Male 63.3% and content of the properties of the propert		County %	State %
Male 36,7% 37.6% Race/Ethnicity N = 302 N = 2,23 People of Color 18.2% 12.2% White 81.8% 87.8% Age N = 315 N = 2,425 Less than 18 years old 1.9% 1.8% 18 - 24 years old 18.1% 14.6% 25 - 34 years old 25.7% 22.7% 35 - 44 years old 26.0% 27.4% 45 years and older 28.3% 33.5% Education N = 305 N = 2,312 Did not graduate high school 21.3% 20.6% High school graduate 40.7% 35.9% Some college/vocational school 31.1% 33.6% College graduate 9.9% N = 2,700 General Information 3.3% 9.5% Health care provider 3.3% 9.5% Health care provider 3.3% 9.5% Tobacco user N = 256 N = 1,873 Insured 4.10% 3.1.1% Uninsured 26.2			
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White 81.8% 87.8% Age N = 315 N = 2,425 Less than 18 years old 1.9% 1.8% 18 - 24 years old 25.7% 22.7% 35 - 34 years old 26.0% 27.4% 45 years and older 28.3% 33.5% Education N = 305 N = 2,312 Did not graduate high school 21.3% 20.6% High school graduate 40.7% 35.9% Some college/vocational school 31.1% 33.6% College graduate 6.9% 9.9% Caller Type N = 329 N = 2,700 General Information 3.3% 9.5% Health care provider 3.3% 4.9% Tobacco user 93.3% 85.6% Payer Type N = 256 N = 1,873 Insured 41.0% 31.1% Uninsured 26.2% 30.3% Medicaid 32.8% 38.6% Heard About N = 283 N = 2,176 Past caller 13.4% <	Race/Ethnicity		
Age N = 315 N = 2,425 Less than 18 years old 1.9% 1.8% 18 - 24 years old 18.1% 14.6% 25 - 34 years old 26.0% 227.4% 35 - 44 years old 26.0% 27.4% 45 years and older 28.3% 33.5% Education N = 305 N = 2,312 Did not graduate high school 21.3% 20.6% High school graduate 40.7% 35.9% Some college/vocational school 31.1% 33.6% College graduate 6.9% 9.9% College graduate 6.9% 9.9% General Information 3.3% 9.5% Health care provider 3.3% 9.5% Health care provider 93.3% 85.6% Payer Type N = 256 N = 1,873 Insured 41.0% 31.1% Uninsured 26.2% 30.3% Medicaid 32.8% 38.6% Heard About N = 283 N = 2,176 Past caller 13	·		
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25 - 34 years old 25.7% 22.7% 35 - 44 years old 26.0% 27.4% 45 years and older 28.3% 33.5% Education N = 305 N = 2,312 Did not graduate high school 21.3% 20.6% High school graduate 40.7% 35.9% Some college/vocational school 31.1% 33.6% College graduate 6.9% 9.9% Caller Type N = 329 N = 2,700 General Information 3.3% 9.5% Health care provider 3.3% 4.9% Tobacco user 93.3% 85.6% Payer Type N = 256 N = 1,873 Insured 41.0% 31.1% Uninsured 26.2% 30.3% Medicaid 32.8% 38.6% Heard About N = 283 N = 2,176 Past caller 13.4% 15.2% Employer/worksite 0.0% 0.9% Health care provider 29.7% 31.3% Television 7.8%			
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Education N = 305 N = 2,312 Did not graduate high school 21.3% 20.6% High school graduate 40.7% 35.9% Some college/vocational school 31.1% 33.6% College graduate 6.9% 9.9% Caller Type N = 329 N = 2,700 General Information 3.3% 9.5% Health care provider 3.3% 4.9% Tobacco user 93.3% 85.6% Payer Type N = 256 N = 1,873 Insured 41.0% 31.1% Uninsured 26.2% 30.3% Medicaid 32.8% 38.6% Heard About N = 283 N = 2,176 Past caller 13.4% 15.2% Employer/worksite 0.0% 0.9% Health care provider 29.7% 31.3% Television 7.8% 11.0% Outdoor advertisement (billboard/bus/wall) 1.8% 1.8% Targeted mailing 0.7% 0.3% Great Start <	· · · · · · · · · · · · · · · · · · ·		
Did not graduate high school 21.3% 20.6% High school graduate 40.7% 35.9% Some college/vocational school 31.1% 33.6% College graduate 6.9% 9.9% Caller Type N = 329 N = 2,700 General Information 3.3% 9.5% Health care provider 3.3% 4.9% Tobacco user 93.3% 85.6% Payer Type N = 256 N = 1,873 Insured 41.0% 31.1% Uninsured 46.2% 30.3% Medicaid 32.8% 38.6% Heard About N = 283 N = 2,176 Past caller 13.4% 15.2% Employer/worksite 0.0% 0.9% Health care provider 29.7% 31.3% Television 7.8% 11.0% Outdoor advertisement (billboard/bus/wall) 1.8% 1.8% Targeted mailling 0.7% 0.3% Great Start 0.0% 0.1% Radio 1.8% <td>45 years and older</td> <td>28.3%</td> <td>33.5%</td>	45 years and older	28.3%	33.5%
High school graduate 40.7% 35.9% Some college/vocational school 31.1% 33.6% College graduate 6.9% 9.9% Caller Type N = 329 N = 2,700 General Information 3.3% 9.5% Health care provider 3.3% 4.9% Tobacco user 93.3% 85.6% Payer Type N = 256 N = 1,873 Insured 41.0% 31.1% Uninsured 26.2% 30.3% Medicaid 32.8% 38.6% Heard About N = 283 N = 2,176 Past caller 13.4% 15.2% Employer/worksite 0.0% 0.9% Health care provider 29.7% 31.3% Television 7.8% 11.0% Outdoor advertisement (billboard/bus/wall) 1.8% 1.8% Targeted mailing 0.7% 0.3% Great Start 0.0% 0.1% Radio 1.8% 1.5% Newspaper/Magazine 1.4% <td< td=""><td>Education</td><td>N = 305</td><td>N = 2,312</td></td<>	Education	N = 305	N = 2,312
Some college/vocational school 31.1% 33.6% College graduate 6.9% 9.9% Caller Type N = 329 N = 2,700 General Information 3.3% 9.5% Health care provider 3.3% 4.9% Tobacco user 93.3% 85.6% Payer Type N = 256 N = 1,873 Insured 41.0% 31.1% Uninsured 44.0% 31.1% Uninsured 26.2% 30.3% Medicaid 32.8% 38.6% Heard About N = 283 N = 2,176 Past caller 13.4% 15.2% Employer/worksite 0.0% 0.9% Health care provider 29.7% 31.3% Television 7.8% 11.0% Outdoor advertisement (billboard/bus/wall) 1.8% 1.8% Targeted mailing 0.7% 0.3% Great Start 0.0% 0.1% Radio 1.8% 1.5% Newspaper/Magazine 1.4% 0.4%	Did not graduate high school	21.3%	20.6%
Caller Type N = 329 N = 2,700 General Information 3.3% 9.5% Health care provider 3.3% 4.9% Tobacco user 93.3% 85.6% Payer Type N = 256 N = 1,873 Insured 41.0% 31.1% Uninsured 26.2% 30.3% Medicaid 32.8% 38.6% Heard About N = 283 N = 2,176 Past caller 13.4% 15.2% Employer/worksite 0.0% 0.9% Health care provider 29.7% 31.3% Television 7.8% 11.0% Outdoor advertisement (billboard/bus/wall) 1.8% 1.8% Targeted mailing 0.7% 0.3% Great Start 0.0% 0.1% Radio 1.8% 1.5% Newspaper/Magazine 1.4% 0.4% Brochure/Newsletter 7.4% 6.1% Family or friend 25.1% 23.9% Health Department 9.2% 6.3% <	High school graduate	40.7%	35.9%
Caller Type N = 329 N = 2,700 General Information 3.3% 9.5% Health care provider 3.3% 4.9% Tobacco user 93.3% 85.6% Payer Type N = 256 N = 1,873 Insured 41.0% 31.1% Uninsured 26.2% 30.3% Medicaid 32.8% 38.6% Heard About N = 283 N = 2,176 Past caller 13.4% 15.2% Employer/worksite 0.0% 0.9% Health care provider 29.7% 31.3% Television 7.8% 11.0% Outdoor advertisement (billboard/bus/wall) 1.8% 1.8% Targeted mailing 0.7% 0.3% Great Start 0.0% 0.1% Radio 1.8% 1.5% Newspaper/Magazine 1.4% 0.4% Brochure/Newsletter 7.4% 6.1% Family or friend 25.1% 23.9% Health Department 9.2% 6.3% <	Some college/vocational school		33.6%
General Information 3.3% 9.5% Health care provider 3.3% 4.9% Tobacco user 93.3% 85.6% Payer Type N = 256 N = 1,873 Insured 41.0% 31.1% Uninsured 26.2% 30.3% Medicaid 32.8% 38.6% Heard About N = 283 N = 2,176 Past caller 13.4% 15.2% Employer/worksite 0.0% 0.9% Health care provider 29.7% 31.3% Television 7.8% 11.0% Outdoor advertisement (billboard/bus/wall) 1.8% 1.8% Targeted mailing 0.7% 0.3% Great Start 0.0% 0.1% Radio 1.8% 1.5% Newspaper/Magazine 1.4% 0.4% Brochure/Newsletter 7.4% 6.1% Family or friend 25.1% 23.9% Health Department 9.2% 6.3%	College graduate	6.9%	9.9%
Health care provider Tobacco user 3.3% 4.9% Tobacco user 93.3% 85.6% Payer Type N = 256 N = 1,873 Insured 41.0% 31.1% Uninsured 26.2% 30.3% Medicaid N = 283 N = 2,176 Past caller 13.4% 15.2% Employer/worksite 0.0% 0.9% Health care provider 29.7% 31.3% Television 7.8% 11.0% Outdoor advertisement (billboard/bus/wall) 1.8% 1.8% Targeted mailing 0.7% 0.3% Great Start 0.0% 0.1% Radio 1.8% 1.5% Newspaper/Magazine 1.4% 0.4% Brochure/Newsletter 7.4% 6.1% Family or friend 25.1% 23.9% Health Department 9.2% 6.3%	Caller Type	N = 329	N = 2,700
Payer Type N = 256 N = 1,873 Insured 41.0% 31.1% Uninsured 26.2% 30.3% Medicaid 32.8% 38.6% Heard About N = 283 N = 2,176 Past caller 13.4% 15.2% Employer/worksite 0.0% 0.9% Health care provider 29.7% 31.3% Television 7.8% 11.0% Outdoor advertisement (billboard/bus/wall) 1.8% 1.8% Targeted mailing 0.7% 0.3% Great Start 0.0% 0.1% Radio 1.8% 1.5% Newspaper/Magazine 1.4% 0.4% Brochure/Newsletter 7.4% 6.1% Family or friend 25.1% 23.9% Health Department 9.2% 6.3%	General Information	3.3%	9.5%
Payer Type N = 256 N = 1,873 Insured 41.0% 31.1% Uninsured 26.2% 30.3% Medicaid 32.8% 38.6% Heard About N = 283 N = 2,176 Past caller 13.4% 15.2% Employer/worksite 0.0% 0.9% Health care provider 29.7% 31.3% Television 7.8% 11.0% Outdoor advertisement (billboard/bus/wall) 1.8% 1.8% Targeted mailing 0.7% 0.3% Great Start 0.0% 0.1% Radio 1.8% 1.5% Newspaper/Magazine 1.4% 0.4% Brochure/Newsletter 7.4% 6.1% Family or friend 25.1% 23.9% Health Department 9.2% 6.3%	Health care provider		
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Uninsured Medicaid 26.2% 30.3% Medicaid 32.8% 38.6% Heard About Past caller N = 283 N = 2,176 Past caller 13.4% 15.2% Employer/worksite 0.0% 0.9% Health care provider 29.7% 31.3% Television 7.8% 11.0% Outdoor advertisement (billboard/bus/wall) 1.8% 1.8% Targeted mailing Great Start 0.7% 0.3% Great Start 0.0% 0.1% Radio 1.8% 1.5% Newspaper/Magazine 1.4% 0.4% Brochure/Newsletter 7.4% 6.1% Family or friend 25.1% 23.9% Health Department 9.2% 6.3%	Payer Type		
Medicaid 32.8% 38.6% Heard About N = 283 N = 2,176 Past caller 13.4% 15.2% Employer/worksite 0.0% 0.9% Health care provider 29.7% 31.3% Television 7.8% 11.0% Outdoor advertisement (billboard/bus/wall) 1.8% 1.8% Targeted mailing 0.7% 0.3% Great Start 0.0% 0.1% Radio 1.8% 1.5% Newspaper/Magazine 1.4% 0.4% Brochure/Newsletter 7.4% 6.1% Family or friend 25.1% 23.9% Health Department 9.2% 6.3%			
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Employer/worksite 0.0% 0.9% Health care provider 29.7% 31.3% Television 7.8% 11.0% Outdoor advertisement (billboard/bus/wall) 1.8% 1.8% Targeted mailing 0.7% 0.3% Great Start 0.0% 0.1% Radio 1.8% 1.5% Newspaper/Magazine 1.4% 0.4% Brochure/Newsletter 7.4% 6.1% Family or friend 25.1% 23.9% Health Department 9.2% 6.3%			
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Television 7.8% 11.0% Outdoor advertisement (billboard/bus/wall) 1.8% 1.8% Targeted mailing 0.7% 0.3% Great Start 0.0% 0.1% Radio 1.8% 1.5% Newspaper/Magazine 1.4% 0.4% Brochure/Newsletter 7.4% 6.1% Family or friend 25.1% 23.9% Health Department 9.2% 6.3%			
Outdoor advertisement (billboard/bus/wall) 1.8% 1.8% Targeted mailing 0.7% 0.3% Great Start 0.0% 0.1% Radio 1.8% 1.5% Newspaper/Magazine 1.4% 0.4% Brochure/Newsletter 7.4% 6.1% Family or friend 25.1% 23.9% Health Department 9.2% 6.3%	·		
Targeted mailing 0.7% 0.3% Great Start 0.0% 0.1% Radio 1.8% 1.5% Newspaper/Magazine 1.4% 0.4% Brochure/Newsletter 7.4% 6.1% Family or friend 25.1% 23.9% Health Department 9.2% 6.3%			
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Radio 1.8% 1.5% Newspaper/Magazine 1.4% 0.4% Brochure/Newsletter 7.4% 6.1% Family or friend 25.1% 23.9% Health Department 9.2% 6.3%			
Newspaper/Magazine 1.4% 0.4% Brochure/Newsletter 7.4% 6.1% Family or friend 25.1% 23.9% Health Department 9.2% 6.3%			
Brochure/Newsletter 7.4% 6.1% Family or friend 25.1% 23.9% Health Department 9.2% 6.3%			
Family or friend 25.1% 23.9% Health Department 9.2% 6.3%	· · · •		
Health Department 9.2% 6.3%			
·			
	School	1.8%	1.3%

Source: Washington State Department of Health Tobacco Prevention and Control

Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM)

^{*} Rate not calculated because number of calls was less than 5.